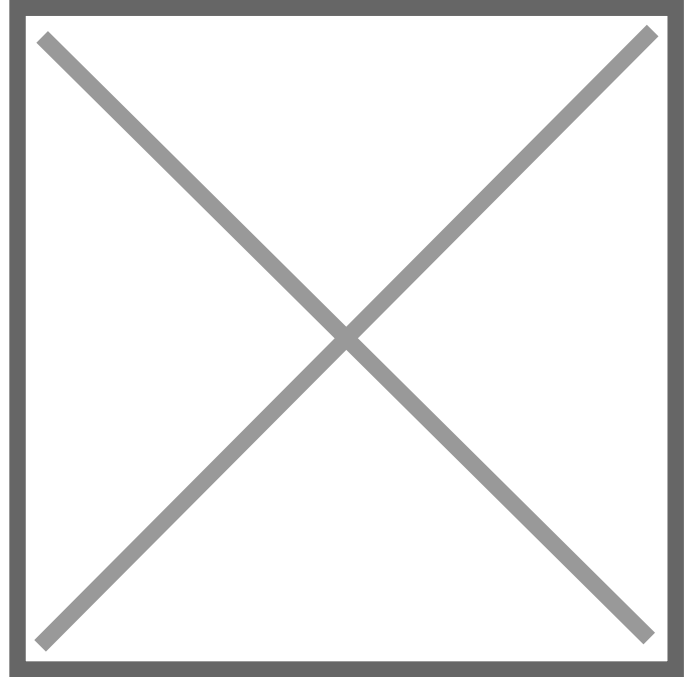


## Destiny's Child to launch kettle campaign

Irving, Texas (October 15, 2004) –After a two-year hiatus, hit singing sensation and pop-culture phenomenon Destiny's Child has reunited and will perform during the 2004 National Kettle Kick Off on Thanksgiving Day, the Dallas Cowboys and The Salvation Army announced today. Now in its eighth year, the National Kettle Kick Off—a special live half-time performance during the Cowboys' Thanksgiving Day game—will officially launch The Salvation Army Red Kettle fundraising campaign, and will be broadcast nationally on CBS. The Dallas Cowboys-produced half-time show is designed to encourage Americans to help those less fortunate by donating to The Salvation Army Red Kettles throughout the holiday season.



“Each year our Thanksgiving Day half-time show gets bigger and better,” said Jerry Jones, Cowboys Owner and General manager. “The combination of sports, entertainment, and a live national television audience is powerful—we are proud that this half-time show has become a holiday tradition, and has helped The Salvation Army raise the dollars to help so many needy people in this country.”

Beyonce Knowles, Kelly Rowland, and Michelle Williams of Destiny's Child will perform “Soldier” and “Lose My Breath,” two of the group's new songs from their fourth and latest album *Destiny Fulfilled* which will debut on Nov. 16. The group joins a list of prominent artists who have performed during the half-time event since 1997, including Reba McEntire, Randy Travis, Clint Black, Jessica Simpson and Billy Gilman, Creed, LeAnn Rimes and Toby Keith.

“It is so thrilling to be part of this year's National Kettle Kick Off,” said Kelly Rowland of Destiny's

Rowland of Destiny's Child. “We're going to put on a great show and get people excited about helping The Salvation Army this year – with so many people in need, it is really important to find those kettles and donate what you can this holiday season.”

Each year, thousands of Salvation Army Red Kettles serve as collection stations around the nation beginning the day after Thanksgiving, and continuing through Christmas Eve. Donations to the Red Kettles stay local, supporting programs in the communities in which they were received. Last year, \$93 million was raised through kettles, and helped The Salvation Army provide assistance for almost

33 million people in need.

“Money donated to The Salvation Army Red Kettles is critical,” said Commissioner W. Todd Bassett, National Commander of The Salvation Army. “Salvation Army units across the country rely on these donations to help people in their community throughout the year. More donations mean more people helped – and we’re continually seeing an increase in demand for our services.”

Through 9,000 centers of operation in local communities, The Salvation Army provides food for the hungry, companionship to the elderly and ill, clothing and shelter to the homeless, opportunities for underprivileged children, relief for disaster victims, assistance for the disabled, and many more services.

In addition to the traditional Red Kettles, The Salvation Army also reminds donors that a Red Kettle can always be found online at 1800SALARMY.ORG. Those wishing to make donations to their local Salvation Army can visit [salvationarmyusa.org](http://salvationarmyusa.org), contact their local Salvation Army, or call 800-SAL-ARMY.

The Salvation Army is an evangelical part of the universal Christian church. One of the largest charitable and service organizations in the world, The Salvation Army has been in existence since 1865, supporting those in need without discrimination.